



**WEWS**

# ORDER

Flight Dates **10/03/12-10/14/12**

Contract / Revision     **313667 /**     Product     **Republican Jewish Coalition :60s 1**

Original Date / Revision  
10/02/12    10/10/12     Agency Com    15%  
Billing Contact

Advertiser **Republican Jewish Coalitior**  
**5937 Jones Creek Road, Suite B**  
**Baton Rouge, LA 70817**

Agency    **Jamestown Associates**

Buying Contact

**5 Mapleton Road**  
**Suite 300**  
**Princeton, NJ 08540**

Sales Office    EWSDC  
Sales Region   NAT  
Agency Ref

Order Sep            00:20:00  
Estimate #           **:60 spots 10.3-10.14**

Alt Order #  
Billing Type        Cash  
Order Type        GENERAL  
Billing Cycle       EOM/EOC  
Billing Calendar   BROADCAST

Demographic      A35+  
Rev Codes          POL           POL           ISS  
Product Codes   PL  
Priority               P-1  
Advertiser Ref

Primary Account Executive  
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 72900

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	34	\$61,965.00	\$72,900.00	0.00
<b>Totals</b>	<b>34</b>	<b>\$61,965.00</b>	<b>\$72,900.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/13/12	34	\$61,965.00	\$72,900.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	10/03/12	10/14/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	1:00	2	\$1,100.00	P-3	0.00	NM	4	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	--WTF--	2		\$1,100.00		0.00						
Week:		10/08/12	10/14/12	MTWTF--	2		\$1,100.00		0.00						
N 2	WEWS	10/03/12	10/14/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	1:00	1	\$1,200.00	P-2	0.00	NM	3	\$3,600.00



WEWS

Print Date: 10/10/12

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Contract / Revision **313667** Flight Dates **10/03/12-10/14/12**

Hiatus Dates

Original Date / Revision 10/02/12/ 10/10/12

Order Sep 00:20:00

Advertiser **Republican Jewish Coalitic** Product **Republican Jewish Coalitio** Estimate # **:60 spots 10.3-10.14**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	10/03/12	10/14/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	1:00	1	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	--WTF--		1				\$1,200.00		0.00			
	Week:	10/08/12	10/14/12	MTWTF--		2				\$1,200.00		0.00			
N 3	WEWS	10/03/12	10/14/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	1:00	1	\$1,100.00	P-2	0.00	NM	3	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	--WTF--		1				\$1,100.00		0.00			
	Week:	10/08/12	10/14/12	MTWTF--		2				\$1,100.00		0.00			
N 4	WEWS	10/03/12	10/14/12	M-F 12-1230pm News 12-1230p News	CM	12-1p	MTWTF--	1:00	2	\$2,000.00	P-1	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	--WTF--		2				\$2,000.00		0.00			
	Week:	10/08/12	10/14/12	MTWTF--		2				\$2,000.00		0.00			
N 5	WEWS	10/03/12	10/14/12	M-F 3-4P Katie M-F 3-4p Katie	CM	3-4p	MTWTF--	1:00	2	\$1,800.00	P-2	0.00	NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	--WTF--		2				\$1,800.00		0.00			
	Week:	10/08/12	10/14/12	MTWTF--		2				\$1,800.00		0.00			
N 6	WEWS	10/03/12	10/14/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	1:00	1	\$3,200.00	P-1	0.00	NM	2	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	--WTF--		1				\$3,200.00		0.00			
	Week:	10/08/12	10/14/12	MTWTF--		1				\$3,200.00		0.00			
N 7	WEWS	10/03/12	10/14/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	1:00	1	\$4,000.00	P-1	0.00	NM	3	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	--WTF--		1				\$4,000.00		0.00			
	Week:	10/08/12	10/14/12	MTWTF--		2				\$4,000.00		0.00			
N 8	WEWS	10/03/12	10/14/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	MTWTF--	1:00	1	\$4,000.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	--WTF--		1				\$4,000.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WEWS	10/01/12-10/07/12	M-Su 630-7p WNT		630-7p	--WThF----	1:00		<del>(\$4,000.00)</del>		0.00	NM		
	Credited														
	[Adding lines to end of contract. ]														
	Week:	10/08/12	10/14/12	MTWTF--		1				\$4,000.00		0.00			
	2	WEWS	10/08/12-10/14/12	M-Su 630-7p WNT		630-7p	MTWThF----	1:00		<del>(\$4,000.00)</del>		0.00	NM		
	Credited														
	[Adding lines to end of contract. ]														
N 9	WEWS	10/03/12	10/14/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	MTWTF--	1:00	1	\$4,800.00	P-2	0.00	NM	2	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	--WTF--		1				\$4,800.00		0.00			
	Week:	10/08/12	10/14/12	MTWTF--		1				\$4,800.00		0.00			
N 10	WEWS	10/03/12	10/14/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	1:00	1	\$1,800.00	P-2	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	--WTF--		1				\$1,800.00		0.00			



**WEWS**

Print Date: 10/10/12

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Contract / Revision     **313667**     Flight Dates **10/03/12-10/14/12**

Hiatus Dates

Original Date / Revision   10/02/12/   10/10/12

Order Sep   00:20:00

Advertiser   **Republican Jewish Coalitic**   Product **Republican Jewish Coalitio**   Estimate #   **:60 spots 10.3-10.14**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 10	WEWS	10/03/12	10/14/12	M-F 1135p-1202a Nightline M-F 1135p-1202a Nightline	CM	1135p-1207x	MTWTF--	1:00	1	\$1,800.00	P-2	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	--WTF--	1		\$1,800.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WEWS	10/01/12-10/07/12		M-F 1135p-1202a Nightline		1135p-1207x	--WThF----	1:00		<del>(\$1,800.00)</del>		0.00	NM		
<i>Credited</i>															
[Adding lines to end of contract. ]															
Week:		10/08/12	10/14/12	MTWTF--	2		\$1,800.00		0.00						
N 11	WEWS	10/03/12	10/14/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	1:00	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S-	1		\$1,200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WEWS	10/01/12-10/07/12		SA GMA 8-9a		8-9a	-----Sa--	1:00		<del>(\$1,200.00)</del>		0.00	NM		
<i>Credited</i>															
[Adding lines to end of contract. ]															
Week:		10/08/12	10/14/12	-----S-	1		\$1,200.00		0.00						
N 12	WEWS	10/03/12	10/14/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	1:00	1	\$2,600.00	P-2	0.00	NM	1	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S	1		\$2,600.00		0.00						
Week:		10/08/12	10/14/12	-----	0		\$0.00		0.00						
N 13	WEWS	10/13/12	10/13/12	Sa 6a-8a News Sa 6-8a News	CM	6-8a	-----S-	1:00	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S-	1		\$1,000.00		0.00						
N 14	WEWS	10/11/12	10/12/12	M-F 3-4p Katie M-F 3-4p Katie	CM	3-4p	---TF--	1:00	2	\$1,800.00	P-2	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---TF--	2		\$1,800.00		0.00						
N 15	WEWS	10/11/12	10/12/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	---TF--	1:00	2	\$3,200.00	P-1	0.00	NM	2	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---TF--	2		\$3,200.00		0.00						
<b>Totals</b>														<b>34</b>	<b>\$72,900.00</b>